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(71) Applicant (for all designated States except US): RADIOSCAPE LIMITED [GB/GB]; 34 Mornington Crescent, London NW1 7RE (GB).			
(72) Inventors; and (75) Inventors/Applicants (for US only): FERRIS, Gavin, Robert [GB/GB]; RadioScape Limited, 43 Mornington Crescent, London NW1 7RE (GB). FLORENCE, Peter, Charles [GB/GB]; RadioScape Limited, 34 Mornington Crescent, London NW1 7RE (GB).			
(74) Agent: WALDREN, Robin, Michael; Marks & Clerk, 57-60 Lincoln's Inn Fields, London WC2A 3LS (GB).			

(54) Title: COMMUNICATION SYSTEM AND METHOD

(57) Abstract

A remote control device for consumer broadcast receivers, particularly television and radio receivers, is disclosed. In addition to the remote control features normally found on such a device, the device also contains a display on which advertisements, product and service offers, and other information (collectively, "display data") may be shown to the user. The device receives such display data via a radio link from one of a plurality of central processing stations. The user of the device may interact with such display data (for example, to purchase an advertised good), and the device may send back details of such interactions to a central processing station, which in turn may initiate a transaction with the appropriate sponsoring party.

